

TO: BOSTON R.O.U. DATE: 8/17/95  
HARTFORD R.O.U.  
FOR: DISSEMINATION TO SALES REPS WITH WALDBAUM FOODMART STORES

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: WALDBAUMS FOODMART CID #: 1136 00 00

PROMOTION TYPE: DORAL \$2.00 PRICE REDUCTION SUPPLIER: J. POLEP

DESCRIPTION: DORAL \$2.00 PRICE REDUCTION -- PRICE IS BEING REDUCED  
AT HEADQUARTERS VIA SCANNERS.

BRANDS: DORAL (ALL STYLES)

AUTHORIZED LOCATIONS: ALL FOODMART LOCATIONS

TIMING: SEPTEMBER 10, 1995 THRU SEPTEMBER 28, 1995

DISPLAY METHOD: MERCHANDISE CARTONS AND PACKS ON PERMANENT FIXTURES  
WHERE APPLICABLE WITH TEMPORARY DISPLAYS BEING PLACED IN  
COURTESY BOOTHS FOR PACKS AND OR CARTONS.

ACTION REQUIRED: MERCHANDISE AND ADVERTISE AS CLOSE TO START-UP  
DATE AS POSSIBLE.

- DISCONTINUE COUPON PLACEMENT UNTIL 9/24/95

COMMENTS: EACH STORE WILL RECEIVE A DISTRIBUTION OF  
15 CARTONS -- ASSORTED DORALS

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